

LISTING OF THE CLAIMS

The following listing of the claims replaces all prior listings of the claims in the application:

Claim 1 (currently amended): A system for voice mail advertising, said system comprising:

at least one server programmed to execute a process including

selecting an advertisement for playback,

initiating playback of~~playing~~ said advertisement to a caller;

determining whether said caller terminated playback of said advertisement after initiation thereof and prior to playback of said advertisement in its entirety, and

billing an advertiser only if said at least one server determines that said caller did not terminate playback of said advertisement after initiation thereof and prior to playback of said advertisement in its entirety.

Claim 2 (original): The system of Claim 1 wherein said process further includes reading a plurality of user information.

Claim 3 (original): The system of Claim 1 wherein said process further includes a user customizing said advertisement.

Claim 4 (original): The system of Claim 1 wherein said process step of billing said advertiser includes charging said advertiser an advertiser fee and crediting a user a portion of said advertiser fee.

Claim 5 (original): The system of Claim 1 further including a telephone router for routing an unanswered telephone call to said at least one server.

Claim 6 (original): The system of Claim 1 further including a telephone router for routing an unanswered telephone call to said at least one server, said unanswered telephone call being directed originally to a cellular telephone user.

Claim 7 (currently amended): A system for voice mail advertising, said system comprising:

a telephone router;

a storage component for advertisements and messages;

an input/output component for communicating with said telephone router; and

a processing component executing a process including

customizing said advertisement by a user,

reading a plurality of user information,

selecting an advertisement for playback,

initiating playback of~~playing~~ said advertisement to a caller;

determining whether said caller terminated playback of said advertisement after initiation of the playback and prior to playback of said advertisement in its entirety, and

billing an advertiser only if said processing component determines that said caller did not terminate playback, said billing including charging said advertiser an advertiser fee and crediting a user a portion of said advertiser fee.

Claim 8 (canceled)

Claim 9 (canceled)

Claim 10 (currently amended): A system for voice mail advertising, said system comprising:

at least one server programmed to execute a process including

customizing said advertisement by a user,

reading a plurality of user information,

selecting an advertisement for playback,

~~playing~~ initiating playback of said advertisement to a caller;

determining whether said caller terminated playback of said advertisement after initiation thereof and prior to playback of said advertisement in its entirety, and

billing an advertiser only if said caller did not terminate playback after initiation thereof and prior to playback of said advertisement in its entirety, said billing including charging said advertiser an advertiser fee and crediting a user a portion of said advertiser fee; and

a telephone router for routing an unanswered telephone call to said at least one server, said unanswered telephone call being originally directed to a cellular telephone user.

Claim 11 (currently amended): At least one computer programmed to execute a process for voice mail advertising, the process comprising

selecting an advertisement for playback;

~~playing~~ initiating playback of said advertisement to a caller;

determining whether said caller terminated playback of said advertisement after initiation thereof and prior to playback of said advertisement in its entirety; and

billing an advertiser only if said caller did not terminate playback after initiation thereof and prior to playback of said advertisement in its entirety.

Claim 12 (original): The process of Claim 11 wherein said step of billing said advertiser includes charging said advertiser an advertiser fee and crediting a user a portion of said advertiser fee.

Claim 13 (original): The process of Claim 11 further including reading a plurality of user information.

Claim 14 (original): The process of Claim 11 further including customizing said advertisement by a user.

Claim 15 (currently amended): A program storage device readable by a machine, tangibly embodying a program of instructions executable by the machine to perform method steps for voice mail advertising, said method comprising:

selecting an advertisement for playback;

~~playing~~ initiating playback of said advertisement to a caller;

determining whether said caller terminated playback of said advertisement after initiation thereof and prior to playback of said advertisement in its entirety; and

billing an advertiser only if said caller did not terminate playback after initiation thereof and prior to playback of said advertisement in its entirety.

Claim 16 (original): The process of Claim 15 wherein said step of billing said advertiser includes charging said advertiser an advertiser fee and crediting a user a portion of said advertiser fee.

Claim 17 (original): The process of Claim 15 further including reading a plurality of user information.

Claim 18 (original): The process of Claim 15 further including customizing said advertisement by a user.

Claim 19 (currently amended): Computer readable media tangibly embodying a program of instructions executable by a computer to perform a method of voice mail advertising, said method comprising:

selecting an advertisement for playback;

~~playing~~ initiating playback of said advertisement to a caller;

determining whether said caller terminated playback of said advertisement after initiation thereof and prior to playback of the said advertisement in its entirety; and

billing an advertiser only if said computer determines that said caller did not terminate playback.

Claim 20 (original): The process of Claim 19 wherein said step of billing said advertiser includes charging said advertiser an advertiser fee and crediting a user a portion of said advertiser fee.

Claim 21 (original): The process of Claim 19 further including reading a plurality of user information.

Claim 22 (original): The process of Claim 19 further including customizing said advertisement by a user.